

Message Text

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ACTION EUR-06

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FM AMCONSUL DUSSELDORF

TO USDOC WASHDC

INFO SECSTATE WASHDC 2135

AMEMBASSY BONN

UNCLAS DUSSELDORF 0014

USDOC

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: POST-ORGANIZED PARTICIPATION IN TRADE FAIRS:

PHONOKINA 74

REF: (A) A-1349, FEB 9 1972 B) A-8089, SEPT. 24, 1973;

(C) A-9254 NOV. 8, 1973.

1. SUMMARY: REF. B LISTED PHOTOKINA (COLOGNE, SEPT. 27 OCT 3, 1974) AS AN ALTERNATE FAIR FOR THE FY 1975 FRG SCHEDULE. SINCE THE SHOW WAS NOT IN FACT INCLUDED IN THE FY 1975 EMBASSY BONN AND CONSULATE GENERAL DUSSELDORF PLAN TO SEEK PARTICIPATION BY US FIRMS IN A US GOVERNMENT GROUP-STAND TO BE ORGANIZED BY THE CONSULATE GENERAL WITH THE ACTIVE SUPPORT OF COLOGNE FAIR AUTHORITIES.

2. COMMERCE HAS PLANNED TO TAKE PART IN THE LAST TWO PHOTOKINAS, ONLY TO WITHDRAW BECAUSE OF BUDGETARY CONSIDERATIONS AFTER THE FAIR AUTHORITIES FULLY EXPECTED OFFICIAL US PARTICIPATION. THE FAIR AUTHORITIES WERE MOST COOPERATIVE IN ASSISTING US IN PRELIMINARY PLANNING FOR POSSIBLE PARTICIPATION IN THE 1970, 1972 AND 1973 EVENTS, AND WERE MOST DISAPPOINTED IN EACH CASE THAT WE WERE UNABLE TO MOUNT A US GROUP STAND AT ANY OF THESE EVENTS. EXCEPT FOR ANUGA, THE FOOD/EXHIBITION IN WHICH THE US DEPT OF AGRICULTURE HAS PARTICIPATED, THERE HAS BEEN NO DIRECT

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US OFFICIAL PRESENCE AT COLOGNE IN A NUMBER OF YEARS. ALTHOUGH

PHOTOKINA DOES NOT FIT PRECISELY EITHER OF THE CATEGORIES OF COMMERCIAL PRESENCE FAIRS DESCRIBED IN REF. C, EMBASSY BONN AND THE CONSULATE GENERAL FEEL STRONGLY THAT IT WOULD SERVE OUR GENERAL IMAGE INTERESTS AND AT THE SAME TIME BE A PRODUCTIVE

OPERATION IN TERMS OF EXPORT RESULTS FOR US FIRMS TO EXHIBIT AT PHOTOKINA UNDER US AUSPICES.

3. THE COLOGNE FIAR AUTHORITIES ARE MOST ANXIOUS TO HAVE A US GROUP STAND AT PHOTOKINA, AND HAVE AGREED TO ASSIST THROUGH THEIR US REPRESENTATIVES IN RECRUITING US FIRMS. WE HAVE INFORMED COLOGNE THAT WE SHALL MAKE EVERY EFFORT OT SECURE SUFFICIENT FIRMS TO MAKE A GROUP STAND FEASIBLE, AND SHALL WORK WITH THE FAIR AUTHORITIES IN ORGANIZING AND PROMOTING THE STAND. WE ARE HOPEFUL THAT COMMERCE WILL BE ABLE TO OFFER SOME ASSISTANCE TO OUR EFFORTS, BOTH BUDGETARY AND OTHERWISE. SPECIFIC NON-BUDGETARY HELP WE WOULD WISH TO HAVE INCLUDE (A) COMMERCE AGREEMENT TO WORK WITH THE FAIR AUTHORITY'S US REPRESENTATIVE IN RECRUITING, AND (B) THE GUIDANCE ON EXHIBIT LAYOUTS, PROMOTION ETC., DESCRIBED IN REF. A.

4. WE ARE ALSO CONSIDERING THE INCLUSION IN THE US STAND OF A CATALOG SHOW, FOR THE BENEFIT OF US FIRMS UNABLE TO EXHIBIT, AND WOULD BE GRATEFUL FOR THE VIEWS OF THE DEPT. OF COMMERCE ON THIS POINT.

5. ACTION REQUESTED:
PLEASE LET US KNOW AS SOON AS POSSIBLE THE EXTENT TO WHICH COMMERCE WILL BE ABLE TO SUPPORT OUR EFFORTS AT PHOTOKIN '74, AND WHETHER ANY FINANCIAL ASSISTANCE WILL BE POSSIBLE.
HENNEMEYER

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